

Message Text

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ACTION EB-08

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FM AMEMBASSY MONTEVIDEO
TO USDOC WASHDC
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STATE PASS TO: EB/EX

USDOC PASS TO: BED/OED FOREIGN BUYER PROGRAM/JIM NADER
BED/OMP/CRS/B. NEUHART
ITA/BUREAU OF FIELD OPERATIONS

E.O. 11652: NA
TAGS: BEXP, BRTA, UY
SUBJ: FOREIGN BUYER GROUP FROM URUGUAY TO ATTND FOOD PROCESSING
EQUIPMENT SHOW

REF: A) 77 MONTEVIDEO 5780 B) STATE 7184 C) MONTEVIDEO 117
D) USDOC 523 E) STATE 10332 F) STATE 14084
G) 77 USDOC 19461

1. SUMMARY. THE FIRST FOREIGN BUYER GROUP FROM URUGUAY HAS BEEN RECRUITED AND WILL ATTEND THE FOOD PROCESSING EQUIPMENT SHOW IN CHICAGO. FSL OTTONELLO WILL REPLACE FSL LITTLE AS TOUR CONDUCTOR AND WILL PARTICIPATE IN THE CONSULTATIONS IN WASHINGTON PREVIOUSLY ARRANGED FOR MR. LITTLE. SEVERAL MEMBERS OF THE GROUP HAVE REQUESTED TO VISIT PLANTS IN THE STATES, THE EMBASSY HOPES THESE REQUESTS CAN BE MET. END SUMMARY.

2. AS INDICATED IN REF (A), FOR SOME TIME THE EMBASSY HAS BEEN RECRUITING A FOREIGN BUYER GROUP FROM URUGUAY TO ATTEND THE INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS IN CHICAGO.

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A GROUP OF TWELVE HAS NOW BEEN RECRUITED AND A FEW OTHERS MAY JOIN SHORTLY. THIS WILL BE THE FIRST SUCH GROUP TO VISIT THE STATES AND THE EMBASSY IS PARTICULARLY CONCERNED THAT THE FIRST EXPERIENCE SET THE PROPER STAGE FOR A REGULAR FLOW OF SUCH GROUPS IN THE FUTURE. THE ASSISTANCE OF USDOC IS VITAL TO THE PROGRAM'S SUCCESS.

3. INASMUCH AS FSL GORDON LITTLE WILL PARTICIPATE IN THE FSI/USDOC STATESIDE TRAINING PROGRAM (REFS. B AND C), AND THE OTHER FSL IN THE COMMERCIAL SECTION, OMAR OTTONELLO, HAS NOT BEEN TO THE STATES FOR 15 YEARS, MR. OTTONELLO WILL TRAVEL AS THE TOUR CONDUCTOR OF THE FOREIGN BUYER GROUP IN PLACE OF MR. LITTLE. THE EMBASSY ASSUMES THAT THE PROFFERED FOREIGN BUYER PROGRAM FUNDING (REF D) OF 8 DAYS PER DIEM (FEBRUARY 10-17) FOR THE ESCORT OFFICER, EB/EX'S AGREEMENT TO PAY ESCORT OFFICER'S PER DIEM FROM FEBRUARY 18 THROUGH 20 (REF E), AND THE WILLINGNESS OF USDOC/CRS TO REIMBURSE THREE DAYS EXPENSES (NTE \$175) DURING USDOC CONSULTATIONS FROM FEBRUARY 21 THROUGH 23 (REF. F) WILL APPLY EQUALLY FOR MR. OTTONELLO AS IT DID FOR MR. LITTLE.

4. THE GROUP IS NOW SCHEDULED TO ARRIVE WASHINGTON NATIONAL AIRPORT AT 12:18 P.M. ON FEBRUARY 10. RECEPTION OF THE GROUP AT USDOC IN THE AFTERNOON OF THE 10TH, AS INDICATED IN REF (C), IS THE ONLY ALTERNATIVE AVAILABLE SINCE FEBRUARY 11 IS A SATURDAY. PLEASE INFORM THE EMBASSY WHERE AND WHEN THE GROUP SHOULD GO IN USDOC. THE MAJORITY OF THE GROUP SPEAKS SOME ENGLISH, BUT AN INTERPRETER SHOULD BE ON HAND. USDOC MAY WISH TO INVITE AN APPROPRIATE OFFICIAL FROM THE EMBASSY OF URUGUAY TO THE AFTERNOON RECEPTION.

5. SEVERAL MEMBERS OF THE GROUP HAVE EXPRESSED AN UNCLASSIFIED

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INTEREST TO VISIT PLANTS OR TO TALK WITH PARTICULAR KINDS OF COMPANIES WHILE IN THE STATES. THESE REQUESTS ARE CITED BELOW. THE EMBASSY HOPES THAT USDOC CAN MEET MOST OF THE REQUESTS AS THIS INDIVIDUAL KIND OF TREATMENT, IF DONE WELL, WILL BE VERY FAVORABLY RECEIVED. THE IMPORTANCE OF THIS ASPECT OF THE VISIT CANNOT BE EMPHASIZED ENOUGH.

6. THE GROUP WILL CONSIST OF THE FOLLOWING MEMBERS:

A. MR. AND MRS. ALVARO FORNARO OF JULIO FORNARO S.A., WHICH MANUFACTURES CAPS FOR BOTTLED BEVERAGES AND FOOD PRODUCTS.

B. MR. AND MRS. JULIO IGLESIAS OF BENNETT AND BRANDON, S.A., WHICH MANUFACTURES A LONG LINE OF CANNED, AND OTHERWISE PACKAGED, FRUITS AND VEGETABLES.

C. MR. FERNANDO MAAG OF SAMU S.A., WHICH DISTRIBUTES RICE, RICE BY-PRODUCT, SUGAR, WHEAT AND OTHER AGRICULTURAL PRODUCTS. MR. MAAG WOULD LIKE APPOINTMENTS PREFERABLY IN THE CHICAGO AREA WITH FOOD WHOLESALERS, AND WITH INDIVIDUALS KNOWLEDGEABLE ABOUT THE PROCESSING THE MARKETING OF RICE BRAN PELLETS.

D. DR. PEDRO SANTURIAN OF MONTSENY WHICH PRODUCES PORK AND OTHER MEAT PRODUCTS SUCH AS HAMS, SAUSAGES, COLD CUTS, ETC. DR.

SANTURIAN IS INTERESTED IN TALKING WITH FIRMS THAT CAN SUPPLY ON A TURN-KEY BASIS A PORK PROCESSING PLANT CAPABLE OF PRODUCING ABOUT 2,000 METRIC TONS OF MEAT BY-PRODUCTS A MONTH. DR. SANTURIAN WOULD ALSO LIKE TO VISIT A PORK PROCESSING PLANT IN THE CHICAGO AREA.

E. MR. JORGE GUTMAN AND MR. JAIME WEGBRAIT OF RESYPLAST S.A., WHICH PRODUCES DRIED MILK WHEY, SODIUM AND CALCIUM CASEINATE AND COPPER OXYCHLORIDE FOR AGRICULTURAL USE. THEY WANT TO VISIT PLANTS WHICH PRODUCE SODIUM AND CALCIUM CASEINATE AND DRIED WHEY FOR USE IN FOODSTUFFS FOR HUMAN AND ANIMAL CONSUMPTION. THEY WOULD ALSO LIKE TO VISIT MANUFACTURERS OF SPRAY-DRYING EQUIPMENT USED IN THE FOOD PROCESSING INDUSTRY.
F. MR. BASILIO ERDELYI OF MOLINO LASZLO WHICH PRODUCES ALFALFA BY-PRODUCTS FOR ANIMAL FEED. MR. ERDELYI WOULD LIKE TO VISIT
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A PRODUCER OF ALFALFA SEED AND PROCESSORS OF ALFALFA BY-PRODUCTS AS CLOSE TO CHICAGO AS POSSIBLE.

G. MR. MAMBRETTI AND MR. FUENTES OF ORANGE CRUSH WHICH BOTTLES SOFT DRINKS. THESE MEN ARE TRAVELING TO FLORIDA AFTER THE SHOW AND WHILE THERE WOULD LIKE TO VISIT FIRMS WHICH PROCESS AND CAN GRAPEFRUIT SECTIONS AND TO VISIT CITRUS PROCESSING PLANTS IN GENERAL.

H. MR. HUGO GARCIA OF DECANO S.A., A FISH PROCESSING FIRM. MR. GARCIA WOULD LIKE TO VISIT A PLANT PROCESSING FISH SUCH AS CROAKER, HAKE, HADDOCK, FLOUNDER, TROUT, WHITING, ETC. (NOT TUNA, SARDINE, NOR SHELLFISH) AND TALK WITH A REPRESENTATIVE OF BOOTH FISHERIES DIVISION, CONSOLIDATED FOOD CORP., IN CHICAGO, ILLINOIS.

7. REF (G) INDICATED THAT THE \$250 ADMISSION FEE IS REGULARLY WAIVED FOR FOREIGN VISITORS. WE HAVE INDICATED THIS TO EACH MEMBER OF THE GROUP. CAN USDOC PROVIDE ANY MORE UP-TO-DATE INFORMATION ON THIS ASPECT?

8. FOR SCHEDULING THE REQUESTED APPOINTMENTS, USDOC MAY WISH TO TAKE INTO ACCOUNT THE GROUP'S SCHEDULE. AS INDICATED ABOVE THE GROUP WILL ARRIVE WASHINGTON, FEBRUARY 10 AT 12:18 P.M. THE GROUP WILL DEPART WASHINGTON ON FEBRUARY 11 AT 16:15 ON UNITED AIRLINES #299, ARRIVING CHICAGO 17:23. APPOINTMENTS IN AND AROUND CHICAGO DURING THE SHOW (FEBRUARY 12-15) WOULD BE PREFERABLE. THE GROUP WILL LEAVE CHICAGO FEBRUARY 16 AT 8:00 ON AMERICAN AIRLINES #492 ARRIVING NEW YORK 10:48, AND LEAVE NEW YORK FOR MONTEVIDEO ON FEBRUARY 17 AT 20:45 VIA PAN AM 201. THERE WILL BE NO NEED FOR NEW YORK DISTRICT OFFICE REPRESENTATIVES TO MEET THE GROUP IN NEW YORK. PEZZULLO

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